

**Board of Directors Meeting
Thursday, March 7, 2019**

**Board Members Present
(those present denoted with underline)**

Megan Greenawalt, Adam Johnson, Adam Causgrove, Jamie Shattuck, Mona Ellerbrock,
Jessica Watts, Megan Puzey, Dana Ulrich, Victor Haroldsen, Stavros Kalafatis, Katheryne
Rehberg, Joe Matope, Kim Jacobs, Charley Hasemann, Susan Fonseca, Stacey Willenborg
Melissa Erekson

Others Present

Tracey Wischmeyer, Steen Hymes

Welcome & Call to Order

Megan G. welcomed everyone to the meeting. Steena called roll.

Consent Agenda

Charley motioned to approve Consent Agenda. Mona seconded.
MOTION APPROVED

Financials

Charley motioned to approve January financials. Megan P. seconded.
MOTION APPROVED

Announcements

- a. Reminder that NACRO-related expenses should be paid with the credit card rather than having NACRO reimburse expenses afterwards, if possible. The process is easier and quicker if expenses such as travel, hotel, etc. are paid with the card.

New Business

a. Professional Development:

- I. Midwinter Bootcamp has 52 attendees.
- II. PD is currently working on identifying presenters for the Annual Conference Bootcamp.
- III. The webinar subcommittee is working on the April/May webinar and have identified Angela Bostick with Emory as a presenter and the committee is also working on confirming a presenter from Indiana Kelly School of Business. Date is TBD.
- IV. The Mastery subcommittee is working on the Mastery applications and registration forms to be completed before registration opens in April.

- V. Discussion was had about giving a discount to non-members who attended Midwinter Bootcamp and become a member to attend the Annual Conference.
 - VI. PD plans to send out an email to Midwinter Bootcamp attendees to follow up and check in.
- b. Membership & Alliances**
- I. Victor asked if anyone was available and willing to attend InBIA in Minneapolis April 13-17, as this may be a good future partner for NACRO.
 - II. NACRO was well-received at the AUTM meeting and it was an overall success.
 - III. David Ortendahl will be attending the NACE conference in June and has offered to represent NACRO.
 - IV. NACRO plans to have a presence at the NORDP conference and are in the process of determining meeting expectations and details.
 - V. The member contest will launch next week as an initiative to gain more industry members.
- c. Marketing and Communications**
- I. Monte has received the video files from Midwinter and are currently working on the video testimony project.
 - II. Last call for newsletter content to be published next week. Joe reminded the Board that each committee is tasked with submitting a committee spotlight piece for the assigned month.
 - III. Plans are being discussed about printing postcards promoting the annual conference.
 - IV. After beta-testing another app platform, Tracey will be working to finalize which app to use for this year's conference in the next week or so.
- d. Benchmarking**
- I. The industry survey has 145 responses to date. The next step is digesting and evaluating results.
 - II. The member survey was opened earlier in the week and has 113 responses to date.
 - III. The Gold Standards subcommittee is still working through survey and plans to send a draft to the Board once completed.
- e. Conference Programming**
- I. The CP committee accepted 24 session proposals and declined 7. All 3 partner organizations are included in the accepted proposals.
 - II. Content managers have been assigned from all sessions except 2. Kim volunteered to cover the CASE session and the committee will reach out to Kerry Morris to cover the NORDP session.
 - III. The committee is working to finalized one of the industry sessions and Dejuan Woods has been involved in the diversity session.
 - IV. A speaker form has been created to collect bios, photos and session information.
 - V. Registration will open April 2 – early bird rate of \$649 will end June 14th and rate will increase to \$749.
- f. Awards/Nominating**
- I. A full slate of candidates for the 2019-2020 BoD is anticipated to be presented at the April 4th Board meeting for approval.

- II. Next steps in the Rising Star Award is emailing announcement and opening nomination form. The award will be included in the March newsletter.
- g. **Past President Plans**
 - I. Megan G. and Adam J. are working through plans on how to engage past presidents. Ideas include offering free lifetime membership and hosting past president calls once or twice a year.
- h. **NACRO author for “The Future of Universities Thoughtbook”**
 - I. A request was put forward to the board asking for someone to author an article for “The Future of Universities Thoughtbook” by the University-Industry Innovation Network (UIIN). Kim Jacobs volunteered to write a piece.

Old Business